

**VERMONT TOBACCO EVALUATION AND REVIEW BOARD**  
**BOARD MEETING**

**Wednesday, June 17, 2009 3:00 p.m. – 5:00 p.m.**

The Pavilion Building, 109 State Street, Montpelier  
Governor's 4th Floor Conference Room

**MINUTES**

*Minutes appear in italicized typeface.*

*Members and Designees Present:*

*Brian Flynn, Edna Fairbanks-Williams, Greg MacDonald, Rep. Bill Frank, Ryan Krushenick, Christy Mihaly, Kate Larose, Chris Finley, Marcia Lawrence*

Public Comment

(10 min)

*Tina Zuk from the Coalition for a Tobacco Free Vermont encouraged the Board to review the core funding for the program as a whole and for various program components. She suggested that the Board have discussions with each of the department heads regarding future cuts and be prepared to make budget cuts in all parts of the program (not just the VDH) as legislators will be scrutinizing program budgets heavily in the future. More specific information about these and other recommendations can be found in the Coalition's written public comment which was submitted to the Board on June 16th.*

*Melanie Clark from the Addison county community grant encouraged consultation with community partners on decisions. This should include hospitals, community coalitions, and other grantees.*

Approval of Minutes

(5 min)

***EDNA MOTIONED TO ACCEPT THE MAY MEETING MINUTES; RYAN SECONDED; NONE OPPOSED; MINUTES ACCEPTED AS FINAL.***

Announcements and Recent Activities

(20 min)

- *Brian presented Ryan with a certificate of appreciation for all his contributions to the Board. He will continue as an advisor to the Media Committee.*
- *S7: Signed into law by the Governor*

*The law takes effect on July 1st, 2009.*

- *Final Tobacco Control Program Work Plan 2010-2011*

*Sheri Lynn distributed a near final workplan. DLC and DOE Commissioners have approved the document. Sheri will email the final copy to Stephen to post on Board website and print hard copies for distribution. Committees will review the document as they plan for FY2011.*

- *SYNAR and NCTOH Conference Summary*

*Stephen and Kate gave a brief summary of tobacco related conferences held last week in Phoenix, Arizona. Stephen offered materials for review.*

- Current Public Comment Solicitation (by June 19)

*Notice was sent to stakeholders and partners requesting written public comment by June 19th. The Board's Committees will have a summary of public comment for Committee meetings regarding the FY2011 budget recommendations over the summer.*

- Evaluation Committee Updates

*Stephen summarized the June 5th Evaluation Committee meeting. The Committee discussed the current program status related to evaluative activities, reviewed RTI's commentary on the ATS, and continued discussion about new quit rate methodologies. The new ATS Report is posted online (both Board and VDH websites). We continue to receive RTI deliverables, including the recent Tax Report, and soon-to-come Annual Report.*

#### **Tobacco Control Program Appropriation Review (15 min)**

- Trust Fund Memorandum to Legislators (05-15-2009)

*Brian reviewed the memo in the packet. The memo was also delivered to members of the Joint Fiscal Committee, the Joint Fiscal Office, and to the Governor's Office.*

- Final Testimony on Impact of Budget Cuts (05-28-2009)

*Stephen delivered final testimony to legislators in late May. Two of our supporters - Reps. Kathy Keenan and Patsy French were on the legislative hearing panel. Stephen mentioned the Coalition's support and work on this. Bill mentioned that this wasn't an item for discussion in the companion bill, however it went through without objection and that was a good thing. Christy mentioned that the language suggests that the Board be actively involved in the decisions on funding. Brian reiterated the importance of continued, close collaboration between the Board and the VDH, DOE, and DLC.*

#### **Program Implications of Appropriations (30 min)**

*Chris Finley and Sheri Lynn summarized recent developments regarding potential programmatic re-structuring, partner input/feedback (hospitals, coalitions), and other major strategies/issues being considered. Chris F and Sheri developed a proposal to proceed through FY2010, given known funding. **The VDH handout outlining the overall proposal can be found at the end of these meeting minutes.** Overall, the VDH goals are to impact the fewest people and maintain the prior successes. VDH has heard good ideas from hospitals. For example the amount of NRT was recognized as something that could be changed. Cessation service demand has increased in recent months.*

*Would the changes get us to a 50% cut? No, it only recognizes a \$400k cut. Will the new framework enable cuts to be made in FY2011? VDH would need to make sure of this.*

*For Coalitions, the challenge may be the unanticipated impact on people. Can coalitions join together? Sheri said that may be a possibility. There are many funding sources for coalitions. The RFP for CHAMPS grants go out tomorrow. It may be an easier transition for Coalitions than for QIP programs.*

*The general plan is to continue business as usual for six months until the RFP process can be completed. VDH will involve the Board in developing the RFP criteria. A 6-month funding period with a 1-year renewal option is possible.*

*The cut in the cessation budget would be seen more in the QIP program.*

*VDH will share a draft RFP for QIP programs by July 1st (Cessation Committee review).*

*The RFP criteria should require information about long term programming and contingency planning for likely reduced FY2011 funding.*

*How will coalitions be involved with changes? These could be formal trainings or perhaps conducted similar to the recent hospital forum. VDH may begin some of this communication with partners tomorrow. VDH recognized the need for increase partnering and communication.*

#### **Committee Budget Planning FY2011**

**(30 min)**

*Brian reviewed the process for budget targets. The Board's committees will meet over the course of the summer to discuss potential FY2011 funding recommendations to the Governor and Legislature. The Board must vote on these recommendations in September or October (due October 15th). The Board began the initial discussion in May.*

*DLC and DOE budgets were not touched this year (FY2010). We could develop one dollar amount or recommend amounts for each department. The coalition made some general suggestions about this during the public comment.*

*Christy suggested looking at the many uses of \$40 million annually in MSA payments, develop an opinion about some of them, and state that some of these monies should not go toward programs that do not relate to tobacco control. This information could be requested, compiled, and contained within the Board's annual report.*

*Brian proposed that the overall budget recommendations for FY2011 be larger than the FY2010 appropriation, perhaps a \$4.2 million target, and those reductions (compared to FY2009 level funding) would be spread proportionately across all departments (DLC, VDH, and DOE).*

*Comment:*

*Kate suggested budget recommendations be based on program needs and successes, because the program is cost saving.*

*Brian said that the H442 language suggests that we should expect further reductions for FY2011. It would be desirable to give a target that recognizes the state's situation, the recent appropriation experience, and the charge we have been given by the Legislature to prepare for budget reductions in the coming year. Greg agreed with Brian's proposal.*

*Bill likes the number: if we get to the point of needing to find a place to cut quickly, we need to explain what the reduction would result in; so it is best to think these things out ahead of time.*

*Chris and Christy agreed with describing health outcomes and costs.*

*Brian stated that we have plenty of evidence to describe the benefits of tobacco control and the risks of reduced funding..*

*Marcia stated that DLC is mandated to conduct compliance checks. She stated that it would be difficult for DLC to reach 90% compliance with lesser funds.*

*Christy: Sees \$4.2 mil as an overall goal for each committee to consider, however, she is not comfortable having the number.*

*Based on this discussion, Brian will write a memo to each of the Committee Chairs in order to suggest a direction and a framework for discussions over the summer.*

*Final, specific decisions will be made on a Board level in September and October when the Board will vote on its budget recommendations to the Governor and the Legislature.*

#### **Other Business**

**(10 min)**

*The AG's Office Intern and Enforcement Committee may soon be ready to give the Board a brief summary about states' youth tobacco diversion programs. This is related to the Board's legislative proposal to increase retail and youth penalties.*

*No Board meetings will be held in July or August, just Committee meetings.*

*Adjourned at 5:00 p.m.*

*Minutes taken by Stephen Morabito*

*Draft minutes reviewed by Brian Flynn, Chair*

*Minutes edited as per Board meeting discussion on 09-09-2009.*

**DEPARTMENT OF HEALTH DOCUMENT FOLLOWS**



**DEPARTMENT OF HEALTH**  
**Agency of Human Services**

**Vermont Tobacco Evaluation & Review Board**  
**FY10 July 1, 2009 – June 30, 2010 Allocations**  
**June 17, 2009**

Factors Considered:

- Changes that will negatively affect the fewest number of people, including Vermonters and our partners.
- Program data and outcomes, including geographic distribution of funds and integration opportunities.
- Recommendations made by the independent program evaluator (RTI), the 2007 CDC Best Practices for Comprehensive Tobacco Control Program, and advice from the VTERB.
- Sustaining effectiveness and improving efficiencies, for implementation and management of a comprehensive and evidence-based program.
- Partner input received from the hospital cessation program.

<b>VDH Program Area</b>	<b>FY09</b>	<b>FY10</b>	<b>% Reduction from FY 09 Level</b>
Community Coalitions .....	\$1,023,624 .....	\$771,296 .....	25%
Media & Public Information .....	\$1,007,799 .....	\$975,000 .....	4%
Cessation .....	\$1,400,211 .....	\$1,400,211 .....	21%*
Healthcare Provider Education .....	\$75,000 .....	\$0 .....	100%
Surveillance & Evaluation .....	\$333,000 .....	\$50,000 .....	15%**
	<b>\$3,839,634</b>	<b>\$3,196,507</b>	

**FY10 Budget Highlights by Program Area**

Community Coalitions                      \$771,296

- Sustains current 20 coalitions and allows them complete second year of 2-year grant period
- Sustains some youth prevention-focused activities, like the common theme campaign (with understanding that DOE has full-funding for youth component)
- Adjust expectations to focus on local policy activities, common theme campaigns, and referrals to Vermont Quit Network
- Encourage coalitions to collaborate with others like CHAMPPS, SPF-SIG and New Directions to effectively and efficiently coordinate prevention efforts

Media & Public Information                      \$975,000

- RTI reported that media component was successful
- Plan for new media (newly created or existing materials from other states) to be used in FY10 and FY11, to reach key target audiences (like youth, young adult, low SES adults)

Cessation    \$1,400,211

- \*FY10 budget includes payment for FY09 counseling services and NRT costs that exceeded cessation line item (increased demand)
- Sustains three core network coaching and support options (quit in person, telephone, on-line)
- Extends and amends quit in person grants to 13 hospitals through September 30, 2009, while a request for proposal process is completed (for new contracts starting on October 1)
- Reduces amount of free NRT provided to certain network enrollees (based on insurance)

Healthcare Provider Education                      \$0

- Coordination and integration with Blueprint for Health Initiative will be sought
- Provider media education campaign will be considered (like NY state), with possible partnerships with Blueprint, NY State and BlueCrossBlueShieldVT to share costs

Surveillance & Evaluation                      \$50,000

- Sustains evaluation of Vermont Quit Network effectiveness (quit rates)

- If feasible, identify one vendor to handle follow up surveys (with fidelity) to evaluate clients using each of the three components of the Vermont Quit Network
- \*\*MOU between VDH and AHS transferred \$233,309 directly to AHS for RTI contract